

REMARKS

This Amendment is in response to the Office action mailed on October 23, 2009. In the event any fees are due, kindly charge the cost thereof to our Deposit Account No. 13-2855.

Status of the Claims

Claims 48-54, 57, 58, and new claims 69-73 are pending in the present application. Independent claims 48 and 58 have been amended to define the printer in terms of features of the printer itself, as opposed to features of labels used in the printer. Amendments to claims 48 and 58 are fully supported by the specification as-filed, at page 24, first full paragraph, and do not add any new matter. New claims 69-73 are fully supported by the specification as-filed, at page 24, lines 2-15, and page 25, lines 1-14, and do not add any new matter.

Response to Objection to the Title

The Office action included an objection to the title, as purportedly not descriptive. The Applicant hereby amends the title to read: A LABEL PRINTER FOR PRINTING DIFFERENT IMAGES ON ADJACENT LABELS. This amended title is respectfully submitted to overcome the objection.

Response to Claim Rejections

Claims 48, 49, 51-53, 57 and 58 were rejected as anticipated by Ishigouka et al., U.S. Patent No. 6,146,035 (Ishigouka). The Applicants respectfully submit that claims 48 and 58, as amended, are not anticipated by Ishigouka. The printer shown in Figure 1 of Ishigouka does not disclose first and second backgrounds of first and second labels meeting within a region. One can see from Figure 10 of Ishigouka, which illustrates the result of printing using the printer illustrated in Figure 1, that backgrounds of adjacent labels are spaced well apart. Moreover, there is no teaching in Ishigouka of a first background of one label and a second background of a

second, subsequent label blending, or of a boundary between the first and second backgrounds being unclear.

Moreover, claims 48 and 58, and the claims depending therefrom (including claims 50 and 54, which were rejected under 35 U.S.C. § 103 as allegedly obvious from Ishigouoka in view of Konishi et al., US 2002/0085870 (Konishi)), are not rendered obvious by Ishigouoka, alone or in view of Konishi. These differences between the claimed printer and method, and those taught by Ishigouoka, result from more than mere design choice on the part of the skilled person. Cuts (C1, C2) formed in the tape illustrated in Figure 10 are made a minimal distance (L3) from the respective ends of the printed image. A person of ordinary skill in the art would not be motivated to increase the length of L3, since to do so would mean that more print would be produced on those parts of the tape which are to be disposed of, which would waste the ink provided on the ink sheet 2 and cause less of the printed images to remain on the postcards.

The distance L4 between the cut (C2) and the print start position on a tape is dictated by the dimensions of the printer itself. It can be appreciated from Figure 1 of Ishigouoka that the distance L4 is the space between the printhead 1a and the sensor 7, within which are provided a pair of pinch rollers 5. The person of ordinary skill in the art would appreciate that, since the pinch rollers 5 are positioned between the printhead 1a and the sensor 7, the distance L4 could not be substantially reduced. In particular, the distance L4 could not be reduced such that it is less than twice the distance of L3 (which would then lead to backgrounds/images of adjacent labels blending or to a boundary between the backgrounds/images being unclear).

As such, a person of ordinary skill in the art would not be motivated to modify the printer taught in Ishigouoka, whether according to the teachings of Konishi or otherwise, such that the first and second backgrounds/images of adjacent labels meet such as to blend or have an unclear

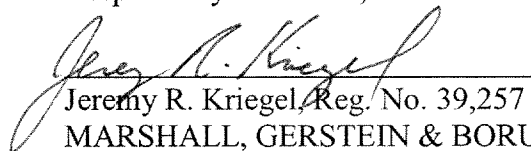
boundary. Therefore, for at least these reasons, it is respectfully submitted that none of Claims 48, 58 and 74, or the claims depending therefrom, are obvious in light of Ishigouoka, alone or in view of Konishi.

Printers of claims 48, 58 and 74 also provide significant advantages over printers made in accordance with Ishigouoka. For instance, in addition to providing well-defined backgrounds/images up to the leading and trailing edges of labels, printers of one or more of claims 48, 58 and 74 minimize waste of image receiving medium. Since the printers of these embodiments print the background/images of adjacent labels in a manner such that they meet, the discarded regions between the labels can be kept to a minimum length in the image receiving medium feeding direction.

It is therefore respectfully submitted that the claims, as amended, are in condition for allowance. The Examiner's reconsideration and favorable action are respectfully solicited.

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Respectfully submitted,


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